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SEP 29 2005

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DATE:

RECIPIENT INFORMATION	SENDER INFORMATION
<p>To: Hakesh Patel Voice Tel. No.: 511 - 272 - 3973 Fax Tel. No.: 703 - 872 - 9306 Your Ref.: app. no. 09/828,257 Conf. #: 4988</p>	<p>From: Chung Park Voice Tel. No.: 650 - 622 - 2348 Sent By: Our Ref.: Total Pages (Incl. This Cover Page): 12</p>

RE:

MESSAGE:

Mr. Patel

Would it be possible to arrange a phone interview
for the Office Action? Attached is a proposed
amendment. Thank you.

Best Regards,

Chung Park

650-622-2348 (T)

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SEP 29 2005 Attorney's Docket No. 033855-007 Patent

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)	MAIL STOP AMENDMENT
Giacalone, Lou Jr.)	Group Art Unit: 2154
Application No.: 09/828,257)	Examiner: HARESH N PATEL
Filed: April 6, 2001)	Confirmation No.: 4988
For: SYSTEM FOR ELECTRONICALLY)	
DISTRIBUTING DISPLAYING AND)	
CONTROLLING ADVERTISING)	
AND OTHER COMMUNICATIVE)	
MEDIA)	

PROPOSED AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 1, 2004, please amend the above-identified patent application as follows:

Amendments to the Specification begin on page 2 of this paper.

Amendments to the Claims are reflected in the listing of claims which begins on page 4 of this paper.

Remarks begin on page 7 of this paper.